

Yuletide Lighting



Wherever MAZDA lamps are used—whatever their application—it is the Engineering Department's responsibility to know that they are serving their purpose well. The Nela School of Lighting and the publications of the Engineering Department are educational activities which assist in the discharge of this responsibility.

The Nela School of Lighting at Nela Park, Cleveland, extends you a cordial welcome. It is a School whose entrance qualification is your interest, and whose tuition is your time—a few minutes or a few hours. Here the magic of light is portrayed by unique exhibits and striking demonstrations. Engineer, executive, and casual visitor alike are shown how best to adapt light to their daily needs; clearly and convincingly they see for themselves the benefits to be derived from proper illumination.

Through its publications the Engineering Department endeavors to make widely available the facts on MAZDA lamps and their correct applications in the various fields of illumination.

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Yuletide Lighting



Wishing You
A Merry Christmas



ENGINEERING DEPARTMENT
NATIONAL LAMP WORKS



OF GENERAL ELECTRIC CO.
NELA PARK, CLEVELAND



Nela Booklet X-2

November 20, 1926



*L*IKE a gateway to Santa's palace — the beauty of light proclaims the glad Christmas tidings, "Peace on earth, good will to men."

Vuletide Lighting



¶ Centuries ago the three wise men followed a wondrous light. It is fitting that we turn to light as a means of expressing the good cheer and happiness of the Christmas season.

¶ Step for a moment through the portal of the Holidays, and enter into the Vuletide spirit. See how the magic of light transforms our work-a-day world into a veritable fairyland, filled with beauty and color and sparkling jewels. Let us show you a part—but only a small part—of the enchantment we all can paint on the canvas of a winter night, using light as our multi-colored pigment upon a background of evergreen.

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On the night before Christmas, the tree holds a dress rehearsal, with light playing a stellar role.



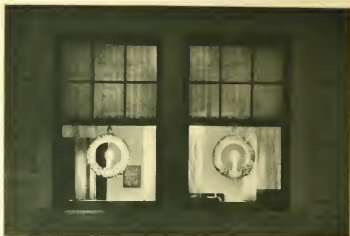
Assurance of safety is the crowning virtue of these lights gleaming from the tree and festoon.

Add the charm of colored light from beneath the tree.



The Midnight Choo-Choo, with its cheerfully lighted Pullmans, leaves for Toyland.





Circled by a wreath of green or red, a golden light shines forth.



The night has a thousand friendly eyes—electric candles beaming from windows.



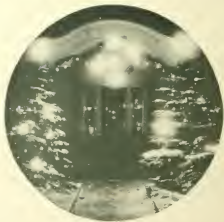
The manse tells a Christmas story in silhouette.



After nightfall light reveals the unsuspected beauties of Nature in a cloak of snow.



For special occasions the possibilities of decorative lighting are almost unlimited.



Around the entrance, twinkling lights tell of a joyous Christmas season.



This modern Santa, with his aeroplane, is caught by the floodlight's beam.



Nela Park flashes its Christmas
Message of Good Cheer to
all Mankind



To Mazda Lamps has fallen the
Heritage of Nineteen Centuries
of Holiday Lighting



Christmas decorations and beautiful lighting without



signify Christmas happiness and good cheer within.



Decorative lighting—friend of graceful architecture.



On the snow-covered lawn, light and shadows play hide and seek.



Trees, shrubbery, festoons—all play a part in this community symphony of light and color.



This station lightens the journey of the Holiday traveler.



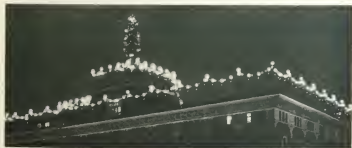
The store puts on its Christmas gown of evergreen and incandescent spangles.



Lighted trees extend a cheery welcome to the hotel guest.



"Christmas is coming—shop early," say the glowing decorations.



Stately public buildings join the festive display.



Many cities are renowned for their beautiful Christmas lighting.



Lighted trees and festoons manifest the progressiveness and community spirit of a town.

Lamps and Accessories for Christmas Lighting

INTERIOR DECORATIONS

Trees

15-volt Colored MAZDA Christmas Tree Lamps*

4 to 8 lamps per foot of tree height

5 opal bulb lamps for star at tree top

Polished and colored metalized reflectors on a few of the lamps

115-volt 40-watt A-19 bulb Colored MAZDA Lamps

In tree holder and illuminator

Festoons

15-volt Colored MAZDA Christmas Tree Lamps*

Lamps spaced 8 to 12 inches apart

Sockets and cord concealed in festooning

Illuminated Wreaths

115-volt 15-watt D-10 bulb Flametint MAZDA Lamps

At center of wreath in candle socket

15-volt Colored MAZDA Christmas Tree Lamps*

Wreath studded with 8 lamps

Window Candles

115-volt 15-watt D-10 bulb Flametint MAZDA Lamps

Single candle in each window

15-volt Colored MAZDA Christmas Tree Lamps*

Single candle or 8-lamp group in each window

Mantel and Table Decorations

115-volt 15-watt D-10 bulb Flametint MAZDA Lamps

With decorated shades of parchment or glass

115-volt 15-watt G-16½ bulb MAZDA Lamps

Painted to form head of Santa Claus and other figures

15-volt Colored MAZDA Christmas Tree Lamps*

In artificial flowers, paper festoons, etc.

* Eight lamps in series, 8 lamps in series with parallel resistance, or preferably all lamps in multiple on small transformers.

Lamps and Accessories for Christmas Lighting

EXTERIOR DECORATIONS

Evergreen Trees up to 25 Feet

- 15-volt Colored MAZDA Christmas Tree Lamps*
 - 8 to 12 lamps per foot of tree height
 - 5 opal bulb lamps for star at tree top
 - Polished metal reflectors on a few of the lamps
 - Some strings connected through thermo-flasher sockets
- 250- or 500-watt floodlights, 2 to 4 per tree

Evergreen Trees over 25 Feet

- 115-volt 10-watt S-14 bulb Colored MAZDA Lamps
 - 6 to 10 lamps per foot of tree height
- 115-volt 10-watt S-14 blue bulb (daylight) MAZDA Sign Lamps
 - Studded on large star at tree top
- 500- or 1000-watt floodlights, 3 to 6 per tree

Festoons

- 115-volt 10-watt S-14 bulb Colored MAZDA Sign Lamps
 - Spaced about 1 foot apart
 - Flasher for twinkling effect

Shrubbery

- 15-volt Colored MAZDA Christmas Tree Lamps*
 - Some strings connected through thermo-flasher sockets
- 250-watt floodlights with clear or colored glass covers (or color screens), placed at bases of larger shrubs

Hedges

- 115-volt 10-watt S-14 bulb (small hedges) or 15-watt A-17 bulb (large hedges) Colored MAZDA Lamps
 - Spaced 1 to 2 feet apart along the hedge
 - Flasher for running or twinkling effect

Star Sign

- 115-volt 15-watt S-14 or 25-watt A-19 clear blue (daylight) or frosted MAZDA Lamps
 - Studded on star with channel edges
 - Flasher for twinkling effect

Bethlehem Star

- 115-volt 750-watt or 1000-watt clear MAZDA C Lamp
 - Placed on top of flagpole or other high point
 - Must have shield above lamp to protect from rain

* Eight lamps in series, 8 lamps in series with parallel resistance, or preferably all lamps in multiple on small transformers.



